

Date: 9-Oct-12

TO: Susie Toma
Cheryl Long

copy: Cedric Thomas
Jennifer Stewart
DeAnna Datillo
Public File

FROM: Dawn Tavoletti

RE: **Political Rebate**
Candidate: Smith

Week of: 10/1 - 10/7

Contract Number: 332839 - HL 6332185

Dayparts:

Line #	ordered	Length	rate paid	Rate Section	# of spots	LUC	Rebate amount
12	8-10P Mon	:30	\$3,500	5	1	\$3,000	\$500
15	10-11A Mon	:30	\$250	5	1	\$225	\$25

TOTAL REBATE (Gross) \$525
(Net) \$446.25



Billing Adjustment Form

☒ WPXI-TV

☐ PCNC

☐ EPXI

☐ WPXI.com

☐ WPXI Mobile



Agency SRCP

Write-up Date 10/9/12

Client Pol/Tom Smith

Requested By J. Tavoletti

Campaign/Title Senate

Resolution Date _____

Reason:

Customer Deduction _____

Sales Person Error _____

Billing Error _____

Traffic Error _____

Separation/Scheduling Problem _____

Late Run _____

Other ☒ _____

Reference:

Invoice No. _____

Invoice Date _____

Contract No. 332839

Explanation of Adjustments by Requestor: LVL

Additional Explanation by _____:

GROSS Amount to be Credited: \$ 525.00 Debited: \$ _____

NET Amount to be Credited: \$ 446.25 Debited: \$ _____

ROUTE IN THIS ORDER FOR TRACKING AND APPROVAL:

1. Account Executive: _____ Approved _____ Date _____
2. Local/National Sales Manager: J. Tavoletti Approved ☒ Date 10/9/12
3. General Sales Manager: _____ Approved _____ Date _____
- General Manager (Over \$5000): _____ Approved _____ Date _____
4. Final Approval: Controller: _____ Approved _____ Date _____

Entered On Spreadsheet _____ Entered as done _____ Entered in OSi _____



WPXI
4145 Evergreen Road
Pittsburgh, PA 15214

SRCP - Stevens Reed Curcio & Polholm
201 North Union Street
Suite 200
Alexandria, VA 22314

Contract # 332839

Schedule Dates 09/25/12-10/01/12
Advertiser Smith, Tom/R/SEN/PA (15776)
Agency SRCP - Stevens Reed Curcio & Polholm (2056)
Product Political - Federal Candidate (1067)
Brand POL/T SMITH/R/SEN/PA (114155)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name VONDERHIED, BETSY
Phone/Fax /
CPE 11/15/288
Account Types National/Political
Billing Type Standard
Comments TOM SMITH 9/25
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 09/24/12
Last Modified 09/24/12
Entered By Jennifer Stewart
CO-OP Yes
Headline # 06332185
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,152.50
Net Total \$29,197.50
Sales Tax

Pittsburgh (WPXI)		
By Broadcast Month	Spots	Rate
Sep. 2012	37	\$27,075.00
Oct. 2012	7	\$7,275.00
Grand Total:	44	\$34,350.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/25/12-09/28/12	5	:30	10A- Ellen	1		1	1	1	1			4	\$250.00	\$1,000.00	Pittsburgh (WPXI)	ELLEN/1	9/24/12
2.0	Normal Line / Spot	09/25/12-09/28/12	4	:30	10:59P- CHANNEL 11 NEWS AT 11P	2		X	X	X	X			2	\$2,000.00	\$4,000.00	Pittsburgh (WPXI)	LATE NEWS/2	9/24/12
3.0	Normal Line / Spot	09/25/12-09/28/12	5	:30	11:59A- Channel 11 News At Noon	3		X	X	X	X			4	\$275.00	\$825.00	Pittsburgh (WPXI)	NOON NEWS/3	9/24/12
4.0	Normal Line / Spot	09/25/12-09/28/12	5	:30	4P- Judge Judy 4p	3		X	X	X	X			3	\$300.00	\$900.00	Pittsburgh (WPXI)	JUDGE JUDY 4P/4	9/24/12
5.0	Normal Line / Spot	09/25/12-09/28/12	4	:30	5P- 5:30P (EST)	1		1	1	1	1			4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	NEWS 5-530P/5	9/24/12
6.0	Normal Line / Spot	09/25/12-09/28/12	4	:30	5:58P- Channel 11 News At 6pm M-F	1		1	1	1	1			4	\$1,000.00	\$4,000.00	Pittsburgh (WPXI)	NEWS 6-630P/6	9/24/12
7.0	Normal Line / Spot	09/25/12-09/28/12	4	:30	5:59A- Channel 11 News 6am	1		1	1	1	1			4	\$800.00	\$3,200.00	Pittsburgh (WPXI)	NEWS 6-7A/7	9/24/12
8.0	Normal Line / Spot	09/25/12-09/27/12	5	:30	6:59P- Jeopardy	1		1	1	1				3	\$1,250.00	\$3,750.00	Pittsburgh (WPXI)	JEOP 7-730P/8	9/24/12
9.0	Normal Line / Spot	09/25/12-09/28/12	4	:30	7A- 8A (EST)	1		1	1	1	1			4	\$625.00	\$2,500.00	Pittsburgh (WPXI)	TODAY 7-8A/9	9/24/12
10.0	Normal Line / Spot	09/25/12-09/27/12	5	:30	7:30P- WHEEL OF FORTUNE	2		X	X	X				2	\$1,250.00	\$2,500.00	Pittsburgh (WPXI)	WHEEL 730P/10	9/24/12
11.0	Normal Line / Spot	09/25/12-09/28/12	5	:30	9A- Today Show 9a	1		1	1	1	1			4	\$300.00	\$1,200.00	Pittsburgh (WPXI)	TODAY 9-10A/11	9/24/12
12.0	Normal Line / Prime	10/01/12-10/01/12	5	:30	7:57P- The Voice 8-10P	1								1	\$3,500.00	\$3,500.00	Pittsburgh (WPXI)	VOICE 8-10P/12	9/24/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser: _____ Date: _____
Accepted Station: _____ Date: _____
Comments: _____

WPXI-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.



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13.0	Normal Line / Spot	09/29/12-09/29/12	5	:30	8A- 10:30A (EST)	1						1		1	\$275.00		Pittsburgh (WPXI)	SAT NEWS 8-1030A/13	9/24/12
14.0	Normal Line / Spot	09/30/12-09/30/12	5	:30	8A- 10A (EST)	1							1	1	\$275.00		Pittsburgh (WPXI)	SUN NEWS 8A-10A/14	9/24/12
15.0	Normal Line / Spot	10/01/12-10/01/12	5	:30	10A- Ellen	1	1							1	\$250.00	\$250.00	Pittsburgh (WPXI)	ELLEN/15	9/24/12
16.0	Normal Line / Spot	10/01/12-10/01/12	4	:30	5P- 5:30P (EST)	1	1							1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 5-530P/16	9/24/12
17.0	Normal Line / Spot	10/01/12-10/01/12	4	:30	6P- 6:30P (EST)	1	1							1	\$1,000.00	\$1,000.00	Pittsburgh (WPXI)	NEWS 6-630P/17	9/24/12
18.0	Normal Line / Spot	10/01/12-10/01/12	4	:30	5:59A- Channel 11 News 6am	1	1							1	\$800.00	\$800.00	Pittsburgh (WPXI)	NEWS 6-7A/18	9/24/12
19.0	Normal Line / Spot	10/01/12-10/01/12	4	:30	7A- 8A (EST)	1	1							1	\$625.00	\$625.00	Pittsburgh (WPXI)	TODAY SHOW 7-8A/19	9/24/12
20.0	Normal Line / Spot	10/01/12-10/01/12	5	:30	9A- Today Show 9a	1	1							1	\$300.00	\$300.00	Pittsburgh (WPXI)	TODAY SHOW 9-10A/20	9/24/12

CONFIRMATION CONTRACT

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Date:

Accepted-Station:

Date:

Comments:

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